



**CLE Presented by the Attorney General's Office**

**GOOGLE, TWITTER AND WHAT IT'S WORTH:  
PRESENTING CASES AND DAMAGES TO TODAY'S JURIES**

**Monday, October 4, 2010, 10:00 – 12:00 p.m.  
15 So. 15<sup>th</sup> Ave., Capital Center Basement Conference Rooms A & B**

*\*Also available in the Tucson office via video conference  
400 West Congress Suite S-315*

**This CLE is limited to Attorney General Office or  
State Government Employees**

**May qualify for up to two (2) hours of CLE Credit**

**Why you should attend**

Given today's internet savvy and television addicted jury pool, how do we present complex legal concepts and complicated testimony in a way that jurors can understand? More importantly, how can we tell the story of a case in a way that helps them meaningfully decide the issues? This lively, interactive presentation lays out a new persuasion model for more effectively reaching jurors (and judges) and influencing their verdicts.

Additionally, we will discuss the research and strategy behind how jurors (and judges) establish the value of a case. This includes the concept of anchoring and counter-anchoring, how jurors look at non-economic damages, and how character and emotion affect the dollars they award. Finally, we will discuss presentation strategies to position cases more favorably for settlement and trial.

### **Presenters**

**Richard Gabriel**, President, Decision Analysis, Trial Consultants

**Steven A. LaMar**, Senior Litigation Counsel, Arizona Attorney General's Office

### **Cost:**

No fee for Attorney General's Office employees

\$5 for other State Government employees per session (to cover the cost of materials)

### **In Phoenix to Register:**

Please complete the registration form and email to:

Office of the Attorney General

Attn: Kristi Tesori

1275 W. Washington, Phoenix, AZ 85007

Phone: (602) 542-8625

Email: [Kristi.tesori@azag.gov](mailto:Kristi.tesori@azag.gov)

### **\*In Tucson: To Register:**

Please complete the registration form and fax, mail, or email to:

Office of the Attorney General

Attn: Jessica Rivera

400 W. Congress, Ste. 315, Tucson, AZ

Phone: 520.628-6504

Fax: 520-628-6530

Email: [Jessica.rivera@azag.gov](mailto:Jessica.rivera@azag.gov)

### **Questions? Call Kristi Tesori**

**If you have a disability, please call Kristi at (602) 542-8625 and let her know how to accommodate your needs**

## **REGISTRATION FORM**

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**Registration fee is due at the time of registration. Public employees may register with a Purchase Order.**

**Attorney General's Office employees – no registration fee**

**Non-Attorney General employees – \$5 payment due**

**Name:** \_\_\_\_\_

**Bar Number:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Employer:** \_\_\_\_\_

**Section:** \_\_\_\_\_

**Address of Employer:** \_\_\_\_\_

\_\_\_\_\_

**Please make check or money order in the amount of \$5 payable to:**

**Office of the Attorney General**